**[THE CREATIVE BRIEF: the 10 things it must include](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)**

[What’s a creative brief?  
In the best cases, a creative brief is a document created through initial meetings, interviews, readings and discussions between a client and designer before any work begins. Throughout the project, the creative brief continues to inform and guide the work. A good creative brief will answer these questions:  
• What is this project?  
• Who is it for?  
• Why are we doing it?  
• What needs to be done? By whom? By when?  
• Where and how will it be used?](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)

[The 10 most important things to include in a creative brief  
1.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) **[Background Summary](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)**[: Who is the client? What is the product or service? What are the](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) **[strengths](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)**[,](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) **[weaknesses](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)**[,](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) **[opportunities](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)** [and](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) **[threats](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)** [(or](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) ***[SWOTs)](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)*** [involved with this product or service? Are there existing research, reports and other documents that help you understand the situation?  
2.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) **[Overview](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)**[: What is the project? What are we designing and why? Why do we need this project? What’s the opportunity?  
3.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) **[Drivers:](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)** [What is our goal for this project? What are we trying to achieve? What is the purpose of our work? What are our top three objectives?  
4.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) **[Audience](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)**[: Who are we talking to? What do they think of us? Why should they care?  
5.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) **[Competitors](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)**[: Who is the competition? What are they telling the audience that we should be telling them? SWOT analysis on them? What differentiates us from them?  
6.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) **[Tone](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)**[: How should we be communicating? What adjectives describe the feeling or approach?  
7.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) **[Message](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)**[: What are we saying with this piece exactly? Are the words already developed or do we need to develop them? What do we want audiences to take away?  
8.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) **[Visuals](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)**[: Are we developing new images or picking up existing ones? If we are creating them, who/what/where are we photographing or illustrating? And why?  
9.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) **[Details](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)**[: Any mandatory information that must be included? List of deliverables? Preconceived ideas? Format parameters? Limitations and restrictions? Timeline, schedule, budget?  
10.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include) **[People](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)**[: Who are we reporting to? Who exactly is approving this work? Who needs to be informed of our progress? By what means?](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/" \o "Permanent Link to The creative brief: 10 things it MUST include)

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